

WVBC



American
Information
Radio Network

BOSTON COLLEGE RADIO

November 3, 1969

Mr. Jeffrey S. Fannon
Account Executive
Campus Media, Inc.
165 West 46 Street
New York, N.Y. 10036

Dear Mr. Fannon:

I have received your letter of 30 October. There is a distinct possibility that our production staff member responsible for the record spots involved did misinterpret the script and instructions given with the spots. I went over the material with him, and his interpretation of the requirements of the spot did seem reasonable. In any event, thank you for clarifying the situation. In general, we face the difficulty that many organizations such as ours must confront: recorded spots usually are timed well, but in cases involving a script writers tend to cram in as much as possible, sometimes too much. We realize that your organization does not author scripts for spots, however.

In general, we do not feel that our relationship with Campus has at all deteriorated since we joined Ivy. The sole problem seems to be that, while our Ivy contract is dated 7 October, we have received broadcast orders from Campus which are dated after October 7 and which request billing at our pre-Ivy rate. We realize the difficulty involved in this situation, but some clarification about how long this practice will continue due to prior commitments would be helpful.

Sincerely,

Daniel H. MacDonald
Daniel H. MacDonald
General Manager

DHM/mn

cc: Bob Witkowski

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